

ALASKA SENTINEL.

VOL. 5. NO. 41.

WRANGELL, ALASKA, THURSDAY, AUGUST 29, 1907.

\$2.00 PER YEAR

Strict Integrity, Efficient Service, A Clean, Complete Stock, Small Profits and Quick Returns are the Watchwords at the

Department Store

Curios, Souvenirs, Postals, Stationery, Books and Periodicals, Cigars and Tobaccos

Large Stock of General Merchandise Always on Hand, Wholesale or Retail

Local Agent for Eastman Kodak Co., Victor Talking Machine Co.,

Washington and Mayer Shoes—the best all around line of Shoes in Alaska.—Amazon Hip Rubbers—the best yet, good looking and strong and guaranteed.—Finck's Overalls, Bridge & Beach Stoves, Ivy Flour—"it clings like the ivy"—once tried, always used.

Large Shipment of BRIDGE & BEACH Stoves already Received for the Fall Trade, so that you can make your selection early

Furniture, Carpets, Upholstery

Everything to Furnish a home will be found in this store. Come and see our new display of Beautiful

Crockery, Teasets, Dinnerset, Art Pottery

At Prices that Beat Competition

ENJOY THE FINE WEATHER

Take a Kodak with you, send your friends and store up for your old age some souvenir pictures of your own make of the beautiful Alaskan scenery

MINERS' SUPPLIES AND SPORTING GOODS, A SPECIALTY

See the new Remington Automatic Rifle. The Latest thing in the Gun World

Farquhar Matheson
General Merchant and Forwarding Agent

Number 7 of Volume 1 of the Tanana Miner, published at Obena, has reached our table. The new paper is a seven-column folio, and its column rules are bulging with good reading. A good lot of "ads." also shows that the Chena business men are "live ones." The destinies of the bright new sheet are presided over by W. F. Thompson, who makes 'em set up and take notice every Sunday mornin'. On the subject of territorial government, Bro. Thompson is "there with bells," and in explaining Gov. Hoggatt's attitude, says: "Governor Hoggatt was 'brung up' at Annapolis, at the expense of the federal government. He has been reared on federal pap, and has been handed the guidance of this vast territory by the same benevolent power. He stands for autocratic power, dictatorship and bossism—the unquestioning, blind obedience of the common people in the ranks to the commands of their superior officer, Federal office and power, in his estimation, occupy the positions of God and Justice, and to him the spectacle of Alaskans daring to intimate that they desire to speak and legislate for themselves is rank sacrilege. He must experience the poignant pain of seeing his pet image of a false god shattered—and there is no time like the present for handing out experience to the misguided individual who so greatly needs it."

Jorgen Berg and Christ Wedo brought into town, Monday, the finest specimens of galena ore ever exhibited here. They found it while prospecting on Aaron's Creek, about twenty miles down the back channel. The ledge from which it was taken is situated about four miles from the beach and is reached by traversing a very level country. An idea of the nature of the country may be formed from the fact that the two men built three miles of good trail in two days. They do not know the width of the ledge, having put in but one blast, but its length was traced for a considerable distance along the surface.

The Ketchikan Miner says that J. R. Heckman has thus far taken out of his floating trap at Point Higgins, 400,000 salmon, and has \$80,000 more in its reserve pocket waiting to be taken out. Mr. Heckman says he could just as easily have taken out three quarters of a million had he been prepared to handle the fish from the trap to the cannery, but that as matters now stand he has no fear of being unable to make as large a pack—\$5,000 cases—as he had made preparations for before the salmon run began. He now has a pack of 65,000 cases and is handling 20,000 fish a day.

Work was temporarily suspended on the Basin properties, the middle of last week, and the force all came to town. In conversation with Mr. Watson, a reporter was informed that for the present at least, no more work would be done; that owing to the late disappearance of the snow, the work so far had been an uphill proposition, and not enough had been accomplished to tell accurately of the values contained in the properties. Mr. Hopkins, one of the moving spirits in the purchase of these claims, Mr. Watson says, is expected here about the first of September.

The smallest man in Alaska lives in Wrangell. Last spring he defaced a new sign for Bruno Greif; later he wrote an anonymous letter to the federal authorities in Juneau, alleging that Greif was conducting a gambling hell and selling liquor to minors and Indians; one night last week he amused himself by throwing overboard empty beer kegs for which Greif is responsible to the brewery in Seattle. And all these sneaking and cowardly actions in spite of the fact that there is no more whole-souled, generous or public-spirited citizen in Wrangell than Bruno Greif.

Capt. I. M. Hofstad, Cyrus Orr and Skag have discovered and located an immense body of rich copper ore on Chicago Island. They have traced it over three thousand feet in length. In one place the ledge was uncovered across for a distance of twelve feet with ore still in sight. The property is about two miles from salt water in a fine harbor. An excellent water power and an abundance of timber are in the vicinity. From an assay made, the values run high. No doubt it will be a great mining camp in the near future.

Hon. W. Sloan, M. P. from Vancouver, B. C., came in on the Princess May, Tuesday morning, on his way up the river.

Mr. Sloan represents all of northern B. C., which includes the Telegraph Creek section and is out looking for the needs of his constituents. He is a very pleasant appearing gentleman, and is fully alive to the needs of the section he represents. He is also a lover of outdoor sports and our anglers have had him out on our noted trout streams.

Walter Waters came in from Holbrook, Monday night to bring Mrs. Waters and a part of the crew from the saltery. Walter says they will be busy packing and salting codfish for the balance of this month, after which halibut fishing will be taken up.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

The Pacific arrived on time from the west coast, Tuesday evening, bringing a lot of south mails which the Dolphin had left at Ketchikan.

Philip Hought and Charley Olson left out Tuesday morning in quest of deer.

Alaska Sentinel.

PUBLISHED WEEKLY.

WRANGEL..... ALASKA.

Some men are unable to save money because they haven't any to practice on.

A New York woman caught a burglar and hugged him until he surrendered. What a chump he was to surrender!

Berlin is to have a world's fair in 1913. We get notice in plenty of time so that we can begin saving our money.

How many of us, if our income amounted to 68 cents a second, like Rockefeller's, would ever forget to wind the clock?

Mr. Carnegie wants to know why millionaires don't laugh. Probably it is because they can't see where there is any money in it.

There is some satisfaction to the country in having a man like Mr. Carnegie who can tell Wall street what he thinks of it without swearing.

To the question where the milk came from in the milky way, it might be observed that it probably came from the cow that jumped over the moon.

It is said that the new portrait of the President is not like him. Nothing but a moving picture of the President will look natural to most people.

Hereafter when some long-winded member of the Duma gets the floor his colleagues will no doubt cast anxious glances at the ceiling from time to time.

Montreal's birth rate is higher than that of any other American city. If the President finds it out he is likely to become an advocate of Canadian annexation.

Scientists claim that when the temperature is down to zero there is still considerable heat present. But, of course, there is no law compelling you to believe it.

A Baltimore physician says people may live to be 100 years old by doing away with hats. But so many people, including Baltimore physicians, find hats convenient to talk through.

"When you feel a brainstorm coming on," advises an exchange, "slip the cartridges out of your gun." That advice is all right for the man who cannot confine himself to shooting off his mouth.

In a Vandergrift (Pa.) skating rink a 200-pound woman fell on a man and crushed him to death. Even a man who is so foolish as to spend his time at a skating rink ought to know enough to steer clear of a 200-pound woman.

In America the button and in Scotland the "bawbee" have long furnished to parsimonious hypocrites a means of defrauding the contribution plate. Now a rival has risen in Edinburgh, in the form of imitation coins made from pasteboard, and silvered or gilded. They were put out as souvenirs in packages of candy—toy money for the children to play store with. Two or more clergymen have written to the newspapers to complain that the practice of false giving by means of the toy coins is becoming common. In this country it is a legal offense to manufacture imitations of coins.

The spreading of disease by insects is now proving to be much more common than was believed to be the case but a year or two ago or even a few months ago. The greatest attention has hitherto been given to those diseases wherein the insect acts the part of a secondary host in which the parasite undergoes some kind of change not possible in man—malaria, yellow fever, filaria, Texas fever, etc. It is interesting to find increasing attention being given to the possibility of the mechanical transmission of infective organisms from man to man by means of the commoner insects, flies, bedbugs, roaches and fleas. There is no reasonable doubt that in recent wars flies were responsible for the transfer of typhoid bacilli to foods which were not screened.

There is a "tainted money" of the church and it is the kind that is wheeled out of people through their appetites and their vanities. Men are the worst offenders in this respect. Women will make the little sacrifices that are really great. It was a woman, be it remembered, who gave the symbolic mite. But a man who has to have his stomach and his purse appealed to by the thoughts of a "chicken pie dinner in the parlor of the church" at a bargain, who has to be cajoled into laying his offering on the altar by a pretty girl whose finishing coquetry is a stage soubrette's apron, has little religion in his soul. It is the women of a church who devise wondrous schemes for making money in which they do many things which are personally repugnant to their gentle and refined natures. And these schemes are all to "work" man when he will not do his straightforward duty in the matter of religious contributions.

In few respects do Americans seem more extravagant to the average Eu-

rean than in the large use of ice for cooling purposes in summer, and in the elaborate measures to warm their houses in winter. The Englishman complains that the buildings in this country are overheated. An American passing a winter in England finds the houses, both in city and in country, uncomfortably cold. Habits of long growth, founded on economic conditions there and here, account for this difference of view. Many of the natives of Uruguay, in South America, suffer untold discomfort from living up to their belief that the artificial heating of houses is injurious to health. In damp, chilly weather they get along without the relief that a little fire might give. Among the desperately poor in the Northern States of this country cases have been known where a family would remain in bed during an extraordinary cold day, if they had no fuel, or wished to economize the little they had. Good food helps man as well as domestic animals to resist the cold. Substantial clothing and well-built houses, carefully protected against the high winds, greatly lessen one's dependence on fuel. Brisk bodily activity also contributes to the same end. Ventilation often becomes a serious matter. Although cold air is not necessarily pure, nor warm air necessarily foul, it is in the main true that fresh, outside air is cold. Its introduction under any plan that can be devised lowers the temperature, and to raise it again involves the use of more fuel. Ventilation is a luxury, but it is one that adds so mightily to bodily health and mental vigor as to be well worth its cost.

INVESTIGATION OF RAILWAY ACCIDENTS.

THE fact that stands out with most startling distinctness in connection with recent railway accidents is the general distrust that is felt in the attempts of the railways themselves to investigate the causes of accidents and to apply the remedies. No sane person supposes for an instant that the frequency and seriousness of disasters are matters of indifference to railway managers and officers. The actual destruction of property and the enormous damages that invariably follow would alone be sufficient to insure all possible precautions; but that these potent motives have proved ineffectual, shows that the radical defect in American methods and practice has not yet been reached. • • • The successful incorporation into American practice of an independent public investigation of railway accidents by a trained official, such as an engineering officer of the army, presents many difficulties of legislation, but these it should not be impossible to overcome. At all events, the repetition of disasters like that at the Atlantic City drawbridge, the collision near the national capital a few weeks ago, the derailing of the electric train on the New York Central and the aci-

MERIDA'S MANY MILLIONAIRES.

Made Rich by Henequen; Yucatan May Yield Supremacy. The wealth of the mines of Mexico is proverbial, yet there are nearly as many millionaires in Merida, the capital of Yucatan, a State with practically no mineral resources, as there are in all Mexico combined, says Modern Mexico. Henequen, or sisal hemp as it is sometimes known, has made Merida and its people rich. Merida has forty millionaires, or one to every 2,000 inhabitants. The farmers of the United States, who use binding twine, which is manufactured from henequen, have enriched the growers of henequen in Yucatan. The United States, in 1906, bought from Mexico 95,834 tons of henequen, valued at \$14,486,560. The imports of henequen elsewhere than from Mexico amounted to but 2,500 tons, valued at about \$306,150. Of the total amount of henequen exported from Mexico to the United States, and this accounts for about 95 per cent of the total production, all but less than 6,000 tons was produced in Yucatan. Only in Campeche, Chiapas and Tabasco is henequen grown outside of Yucatan, in Mexico. Of these the largest amount of henequen is grown in Campeche, the production of this State last year being 5,200 tons. Campeche is the future competitor of Yucatan in the production of henequen. While Yucatan is the natural habitat of henequen, yet the production in Campeche is greater per acre. This is due to the better quality of land in Campeche and the greater amount of rainfall.

The stability of the henequen industry is, to quote a Yucatan authority, "greater than that of any bank." The plant has practically no enemies. Drought does not affect it, and the leeway allowable in its harvesting extends over twelve months. The best authorities agree that the cost of production of henequen to the planter is about 2 cents per pound. Landed in New York, the cost per pound is placed at about 3½ cents. The average price of henequen is about 7 cents per pound, showing a net profit in the neighborhood of 100 per cent. With an average good stand of henequen, counting the profits from by-products, each acre, it is estimated, will produce \$60.

REFLECTIONS.

REFLECTIONS. A SPANISH BACHELOR. No old maid ever lived long enough to admit she was.

Noise is very useful for grand opera and political debates.

Calomel and spanking are both good for early love affairs.

A girl can think she is in love when it is nothing but the stomach ache from cucumbers.

The man that puts a 40 h.p. emphasis into his voice has a vacuum where his ideas ought to come from.

A very good way not to be proud of your dressing is to have a son who keeps showing you that you are out of style.

When a man steps into the bathtub full of scalding water and doesn't swear, it's not because he is a Christian, but because he is speechless.

Table Fork Aged 600 Years.

The six hundredth anniversary of the invention of the table fork, which was used by King John IV, Duke of Bretagne, to eat fruit with in 1307, will be celebrated in sundry parts of the world. In Paris several banquets will be given in commemoration of the event.

In few respects do Americans seem

more extravagant to the average Eu-

EDITORIALS

OPINIONS OF GREAT PAPERS ON IMPORTANT SUBJECTS

WHAT WATERWAYS DEVELOP.

BETWEEN May and December, 1905, thirty-four million tons of ore was shipped from the Lake Superior mines to Lake Erie ports. This traffic greatly exceeds the total passing through the Suez Canal. Facilities for handling the mountain of freight have grown with its growth. One railroad has constructed two docks, located at Buffalo and Erie, that unload 2,200,000 tons of ore during the season of navigation. The depth of water at these docks is sufficient for the largest boats. Massive electric machinery unloads the ore and then puts on board a return cargo of coal. At the Buffalo dock 500 tons of ore an hour is transferred by machinery directly from a ship to a train that runs along the face of the dock, and storage bins are at hand that hold 250,000 tons each.

Up to four years ago a steel bucket holding a ton was lowered into a vessel and filled by shovellers. Now self-filling baskets, each of five to ten tons capacity, are used, and no shovellers are needed. The deep lake channels have brought about the big ships, and these in turn have expanded the methods of loading and unloading. Economic gains are large and added to every year. Let no one undertake to deal with river improvement on the basis of the commerce on the present unimproved river channels. Big vessels, with assured depth of water, create conditions of their own. They have never failed in this respect, and will not work differently on the main streams of the Mississippi Valley.—*St. Louis Globe-Democrat*.

CONVICTION OF MAYOR SCHMITZ.

SHMITZ, which this nation has to its discredit the period of misrule given to San Francisco by Schmitz and his unscrupulous political partner, Abe Ruef, must be ranked near the top. It stands as a reproach to San Franciscans, who were not sufficiently public spirited to act in the interest of the community at critical times. Instead, they dallied with faction and so were overwhelmed with disgrace in municipal affairs long after they had had abundant proof that the Schmitz regime was unreliable and unscrupulous. In the riot of bribery which has been logical result of their lack of public spirit they have had their well-merited punishment.

Here is a lesson for every American municipality. No citizen of any of them can afford to shape his course in political matters in response to any but the best motives. If he elects boodlers to power they are his boodlers and his is the shame when their evil doings are exposed. There are plenty of worthy and efficient men to hold all the public offices. To choose any other kind of public officers is to drag one's citizenship in the dust.—*Chicago News*.

PUBLIC LAND THIEVES.

THE public land troubles has reached an acute stage. The climax has come in Utah, where it is shown that corporations, the heads of which are Eastern men, have forcibly taken entry on coal lands of almost fabulous value and are retaining possession by the shotgun method.

Conditions prevail in Utah somewhat similar to those in the government timber regions, and, first and last, there has been a great deal of thievery—and worse—in all the public domain. Men high in place and power have been mixed in it and have mostly covered their tracks so well as to escape their just deserts. Senator Mitchell of Oregon was caught, but there are other equally as guilty as he was who are yet unpunished. They have been stealing Uncle Sam poor, and if they can be brought to book and made to suffer like other criminals the country will rejoice.—*Williamsport (Pa.) Grit*.

CHANCE MURDER A NEW TERROR.

MRS. EDNA HUMELHAGEN.



MRS. EDNA HUMELHAGEN.

That death is latent in surroundings that seem most secure is demonstrated by the slaying of Mrs. Edna Humelhagen on the streets of Freeport, Ill., by a stranger, because she looked like a woman who had spurned his love.

Mrs. Humelhagen, married only a score of months, was trundling her baby along the street in the sunshine, blithe in her heart and proud as a young mother can be of her child.

Tattooing.

Tattooing, or the custom of permanently marking the skin with colored designs, is of ancient origin. This practice is forbidden in the Scriptures; so it may be inferred that it was customary among other tribes than the Israelites. The custom of tattooing among civilized nations is fast dying out, though there are a few establishments to be found where it is still done. Among these is one on the Bowery in New York, where the operator advertises performing the operation in thirteen different colors. In some countries tattooing had a religious significance; but in olden times it was practiced merely as a method of adornment. The Japanese and New Zealanders are famed as expert tattooers, and a good workman can cover a man's back with all manner of elaborate designs in a single day. Some authorities assert that tattooing was put on the body in ancient times as a substitute for clothes.

A Friend's Diagnosis.

A man of somewhat caustic wit who had been dining sumptuously at the table of a nouveau riche declared to a friend on his homeward way that he felt a new and strange sensation about his heart.

"If it isn't indigestion," ventured the friend, "I think it must be grating."

Vocal Power.

"Why, his voice completely filled the house. I wish mine was so powerful!"

"Well, don't feel badly about it. Your voice could empty the house."—*Philadelphia Ledger*.

A book agent may have a great many friends—back home where they do know his business.

Most people seem to enjoy coming out of a church more than they do going in.

Done For.

Bacon—The open-work stockings have had their day.

Egbert—Yes, I should say they were on their last legs.—*Yonkers Statesman*.

It's surprising what a lot of noise there is masquerading as music.



For The Children.

The Children of Holland. The children of Holland, that queerest of places, Are healthy and happy, with bright little faces.

You'll hear them go clattering down on the street With queer-looking, quaint wooden shoes on their feet.

These children are kept just as neat as a pin. For dirt is considered in Holland a sin.

They play hide-and-seek, fly kites in the air—No happier children you'll find anywhere.

Up and down, by the dikes, they will skate like the wind; Games and amusements they're never behind.

They've dolls, tops and marbles, and all sorts of toys. And the girls are as sturdy and gay as the boys.

They keep at their tasks till the work is all done; Then they sport and they frolic in jolliest fun.

What matter Dutch costumes or Yankee togs, pray, When young lads and lassies are ready for play? —*St. Nicholas*.

The Middle Ages.

There are two terms, the meaning of which is not altogether clear to boys and girls, or to the average adult reader, either, for that matter: the Middle Ages is one, the Renaissance the other. By Middle Ages is meant that period of time about midway between the decline of the Roman Empire and the revival of letters in Europe, or, more specifically, from the eighth to the fifteenth century. The Renaissance, meaning revival, indicates the period when the world was passing out of the influence of medieval thought and customs, and beginning to feel the spirit of classical learning, discovery and invention at the close of the fifteenth century. In art, the term indicates the style developed in Italy at that time and later, originally based on the study of Roman art.

How to Make a Balloon.

This is going to be "balloon year," boys. At St. Louis will be the start of the big balloon race between this country and aeronauts from other countries. While you cannot ride in the clouds in these balloons, this will tell you how to make one that will give you a lot of amusement.

The first thing is to make a pattern for the gosses. Get a piece of paper 6 feet long and more than a foot wide. Fold it lengthwise and mark the feet off along the folded edge. At the bottom make a mark two inches from the folded edge; another at the first foot



FOR FOURTH OF JULY.

mark, 3½ inches from the edge; at the second foot 5 inches from the edge; four inches above the third foot mark a mark 6 inches from the edge; at the fourth foot 5½ inches from the edge; at the fifth foot 3 1-3 inches from the edge. At the top, or sixth foot, the mark comes directly at the edge of the fold.

Draw a curved line connecting these points. Cut the paper along these lines and unfold it. You will then have a figure like figure (a).

Paste sheets of manila or tissue paper together and cut out 13 gosses from this pattern. Fold the first gore lengthwise as in figure (b). Lay it flat on the table and place the second gore over it, allowing a narrow margin of the first gore to slide out. Cover this margin with paste and press down firmly. Then fold this second gore and paste on the third gore. Join the free edge of the thirteenth gore to the first. Fix a rattan hoop around the bottom. Examine the balloon carefully for holes especially at the top, and cover them with paper patches. The balloon will look like figure (c).

The "power" is hot air. To support the balloon stretch light wires from one side of the hoop to the other, and at right angles. Make the balloon of lampwick loosely wound. Sponges burn up too quickly. A wire through the ball and hooked over the supporting wires will keep it in place.

Here's a safe way to start the balloon. Build a furnace from old stones or brick, and make a chimney of a section of stovepipe. Distend the balloon as much as possible with a ram. Place it over

the stovepipe, and start a fire in the furnace. Don't use wood that will spark."

Mrs. Emma Stolt, of Appleton, Wisconsin

"A Neighbor Advised Me to Use Peruna. I began to Improve at Once."



MRS. EMMA STOLT

Mrs. Emma Stolt, 1069 Oneida St., Appleton, Wis., writes:

"Peruna has done me a great deal of good since I began taking it and I am always glad to speak good word for it."

"Three years ago I was in a wretched condition with backaches, bearing down pains, and at times was so sore and lame that I could not move about. I had inflammation and irritation, and although I used different remedies, they did me no good."

"A neighbor who had been using Peruna advised me to try it, and I am glad that I did. I began to improve as soon as I took it and I felt much better.

"I thank you for your fine remedy. It is certainly a godsend to sick women."

Catarrh of the Internal Organs

Miss Theresa Bertles, White Church, Mo., writes:

"I suffered with catarrh of the stomach, bowels and internal organs. Everything I ate seemed to hurt me. I never had a passage of the bowels without taking medicine. I was so tired mornings, and ached all over. I had a pain in my left side, and the least exertion or excitement made me short of breath."

"Now, after taking Peruna for six months, I am as well as I ever was. Peruna has worked wonders for me. I believe Peruna is the best medicine in the world, and I recommend it to my friends."

LILLY'S BEST FLY KILLER

Means cash in your pocket, because comfortable cows mean more milk, more cream and more butter for you. Lilly's Fly Killer. It costs less and does more. Sold by dealers. Qt., 35 cts.; gals., \$1.00. Made by Chas. H. Lilly Co., Seattle, Portland, San Francisco.

CHICKEN STEW.

Have a chicken disjointed, dredge with salt and pepper, and lay round on a baking pan. Set in a hot oven for half an hour. Mix three rounding tablespoons of flour in one-half cup of cold water with one saltspoon of pepper and a level teaspoon of salt; pour into four cups of boiling water and cook; add the chicken, cover, and simmer two hours, or until the chicken is tender. Season with more salt and pepper if needed; lay dumplings around over the top, cover closely, and cook eight minutes, when the dumplings should be done.

Maple Sugar Candy.

Break into very small bits one pound maple sugar and stir into it one cup of cream and one cup of milk, mixed; turn into the blazer and boil, stirring all the time to prevent scorching, until a little hardens in cold water, then beat into it as many hickory nuts (kernels) as it will take; then turn out to cool.

Concerning the school desk trust, the lid appears to have been shut down hard.

My Hair is Extra Long

Feed your hair; nourish it; give it something to live on. Then it will stop falling, and will grow long and heavy. Ayer's Hair Vigor is the only genuine hair-food you can buy. It gives new life to the hair-bulbs. You save what hair you have, and get more, too. And it keeps the scalp clean and healthy.

The best kind of a testimonial—
"Sold for over sixty years."

Made by J. G. Ayer Co., Lowell, Mass. Also manufacturers of SARSAPARILLA, PILLS, CHERYL PECTORAL.

Ayers

FLASHES OF FUN

Miss Oldgirl—Yes, I am single entirely from choice. Miss Pert—Whose choice?—Philadelphia Record.

Yeast—Are all the rooms in your flat light? Crimsonbeak—Oh, yes; we have gas in 'em all!—Yonkers Statesman.

Tatigued Phillip—Did dat lady trow boilin' water on you? Wandering Walter—Worse'n dat, Phil—worse'n dat. It wuz soapuds.—Cleveland Leader.

"Sir, I want your daughter's hand." You may have it with the greatest pleasure, dear boy, if you'll take the one that's always in my pocket!"—Baltimore Sun.

She—Have you ever written any poetry? He (proudly)—I had a sonnet once in one of the leading magazines. She—No, but I mean any real poetry.—Somerville Journal.

Dyer—What did your wife say when you told her you wouldn't be home till late? Rownder—I don't know. I hung up the receiver as soon as I was through talking.—Brooklyn Life.

"How do you know he is used to receiving letters from that girl?" "Because," answered Miss Cayenne, "he knew immediately where to look for the second page!"—Washington Star.

Strong-minded Old Lady (to the new vicar's wife)—Oh, yes, mum, I've 'ad my ups and downs, but I never 'ad what you may call a serious trouble. I've only lost two husbands!—Punch.

Nell—Maund says she has had seven proposals this year. Belle—I didn't think she knew so many men. Nell—Oh, sixteen of them were from Cholle Saphede.—Philadelphia Record.

Tommy—Pop, was writing done on tablets of stone in the old days? Tommy—Pop—Yes, my son. Tommy—Gee! It must have taken a crowbar to break the news.—Philadelphia Record.

Old Hunks—Didn't you marry me for my money? Answer me that, madam! Mrs. Hunks—Certainly I did. And we'd get along just lovely if you were not so stingy with it.—Chicago Tribune.

Fortune Teller—Beware of a short, dark woman with a fierce eye. She is waiting to give you a check. Visitor (despairingly)—No, she ain't. She's waiting to get one from me. That's my wife.—Baltimore American.

Chumpley's auto got away from him and ran fourteen miles on a country road." "I'll bet he was mad." "No, he was tickled. He said it was the best run his car had made without adjusting."—Cleveland Plain Dealer.

"Where," asked the tenderfoot, "was the last man killed here?" "He ain't been killed yet," replied Arizona Al. "There's goin' to be at least one more killed as soon as him and me comes face to face!"—Chicago Record-Herald.

"Yes, ma'am," the convict was saying. "I'm here just for tryin' to datter a rich man." "The Idea!" exclaimed the prison visitor. "Yes, ma'am, I just tried to imitate his signature on a check."—Philadelphia Press.

"Ah!" he sighed. "I have long worshipped you at a distance." "Well," she replied, coldly, "if it is necessary for you to worship me at all, I prefer it that way." And it was back to the boarding-house for him.—Chicago Daily News.

She—Gladys is so sorry she took her engagement ring round to the jeweler's to have it valued. He—Why? Did he say it was too cheap? She—Oh, no. He said he would keep it for a bit, as Freddie hadn't settled up for it yet—Pick-Me-Up.

Mr. Stubbs—Land's sakes, John, there must be a great many barbershops in Wall street! Mr. Stubbs—What causes you to think so, Maria? Mrs. Stubbs—Why, the papers say hundreds of men are "trimmed" there every day.—Chicago Daily News.

Jones had a vegetable garden in which he took a great interest. Brown, his next door neighbor, had one also, and both men were especially interested in their potato patches. One morning, meeting by the fence, Jones said: "How is it, Mr. Brown, you are never troubled with caterpillars, while my bushes are crowded with them?" "My friend, that is easily explained," replied Brown. "I rise early in the morning, gather all the caterpillars from my bushes, and throw them into your garden!"—Tit-Bits.

Why the Bill Was Big.

The closet that lights by electricity when the door opens has its drawbacks. When he went South for a month's shooting a young New Yorker thought he had left his bachelor apartment in such order that he would have no cause for complaint on his return. The size of his electric light bill on his return convinced him that something was wrong, says the New York Sun.

He complained with unusual fervor, the company investigated and found out the sources of the extra expense. In the hurry of departure he had left open the door of one of his closets. The electric light shone night and day in that closet for more than a month.

Some Thing Here.

Mag—I say, Tom, de French calls a gal's feller her finance.

Tom (gloomily)—Aw, well, ain't dat wot it all comes ter?—Baltimore American.

AXLE GREASE RARE TREAT.

Sailors Introduce It and Natives of Malabar Can't Get Enough.

It was a weird story that was told the other day on the deck of the British freight steamer Swanby by Jake Braun, the bosun, as to the origin of the tons of curios that were being taken off the steamer at the Bush stores in South Brooklyn.

Natives of the Malabar coast give them in return for axle grease, which they eat as Americans do ice cream.

"Yessir," began Jake Braun, "ye needn't take no fancy things to China or to Singapore with you if you want a good trade. On a previous voyage me an' the other fellows aboard the ship took us all the pretty things that we could think of.

"About six of us went to the coast one day with our things and tried to swap with those fellows all day long without getting so much as a coconut in the stock that we had taken ashore was a can of axle grease that had come ashore with us against our permission.

"One of the niggers stuck his fingers in the can and eats the axle grease an' the next minute we were offered every sort of inducement to leave the axle grease with them. They even offered us the inducement of a massacre, an' we only restrained by the sight of our pistols.

"Finally we 'lowed the axle grease to stay with the natives, but we took all the curios and ornaments they had and netted a pretty penny on them at Colombo. So, when we comes here again we put our spare money in axle grease.

"There was a cellybration among the cannibals, an' they took all we had an' we took all they had, which was no small matter. Those natives like that axle grease better than we do ice cream. They eats it, an' then when they can't get any more down their stomach they paint their faces and necks with it."—Boston Herald.

ROYAL NICKNAMES.

Tommy—Pop, was writing done on tablets of stone in the old days? Tommy—Pop—Yes, my son. Tommy—Gee! It must have taken a crowbar to break the news.—Philadelphia Record.

Nicknames, complimentary and otherwise, have been freely bestowed upon English sovereigns and princes from the earliest times. Any schoolboy can recall such instances as "Richard Coeur-de-Lion," "John Lackland," "Bluff King Hal," "Bloody Mary," "Good Queen Bess," "The Black Prince," and "The Merry Monarch." This is the name by which their stores are recognized everywhere. They have a perfect chain of stores from Canada to Mexico.

If you want a piano, write them for catalogue and prices. They will send you full information. Their principal Northwestern stores are located at Portland, Seattle, Tacoma, Spokane, Everett, and Bellington.

Bismarcks.

One pint of milk; four eggs; one small tablespoonful of butter; salt to taste; a pint of flour. Boil the milk and put it, while hot, over a pint of flour, beat until very smooth, and when it is cool, add the well-beaten yolks of the eggs, then the stiffened whites. Lastly, put in the salt and as much more flour as will make a stiff dough that will bear up a spoon. Flour the pastry board, put the dough on this, roll out and cut with a biscuit cutter. Cut a slit in the side of each of these, put into the opening a spoonful of filling, jam or jelly, preserves or marmalade, and press the two sides of the slit tightly together. Cook in boiling hot lard for about ten minutes. The lard should be tested first with a bit of bread, as the success of these cakes depends largely upon the frying. Have the lard hot, boiling, but not hot enough to burn. When the cakes are done, take out with a skimmer.

Such a King Harry?

Shakespeare, too, depicting the victory of Agincourt at his manliest and kingliest, makes him bid the hesitating French princess, in the famous scene of wooing, to "avouch the thoughts of your heart with the look of an emperor; take me by the hand and say, 'Harry of England, I am thine.'"

With such good excuse in history and literature, we may surely claim a right to be interested in the royal nicknames of our own time.

Forty years ago we learned, on the authority of Queen Victoria herself in her Highland Journal, that in the home circle the Prince of Wales, now the king, was always "Bertie," the Princess Royal, "Vicky," Prince Alfred, "Affie," and the Princess Helena, "Lennen." Later, after she became the Empress Frederick, "Vicky" was more often called "Pussette;" and the youngest daughter, Princess Beatrice, was almost to the time of her marriage, simply "Baby."

King Edward, his "Bertie" days over, became to his children, as many other British fathers do, "The Gov'rnor." Later, on ascending the throne, he acquired a new and more distinguished nickname, but recently divulged. It is "Edrex"—a convenient condensation of Edward, Rex. The queen has never been nicknamed.

The present Prince of Wales and his brother, the late Duke of Clarence, answered readily, when they were midshipmen, to the names of "Sprat" and "Herring."

Their sister, now Queen Maud of Norway, is still "Harry" in the family; and it was she who bestowed upon another sister, the modest and retiring Duchess of Fife, the clever mock title of "Her Royal Shyness."

Good in Everything.

The late Sir Wilfred Lawson, well known as an English temperance reformer, as well as a wit, invariably took a cheerful view of life and conduct.

In conversation with him one day an ardent person railed forcibly against the practice of "christening" vessels with champagne before being launched. Sir Wilfred did not altogether agree, and said a good temperance lesson might be learned from the practice.

"How can that be?" demanded the other.

"Well," replied the baronet, "after the first taste of wine the ship takes to water, and sticks to it ever after."

About all house cleaning means to a man is an excuse for his wife to rearrange the furniture so he will fall over it.

Remarkable Success

WORKED BY A HAIR.

A FEW POINTS ABOUT UNCLE SAM'S GREAT MONOPOLY.

The great house of Sherman, Clay & Co., pioneer Pacific coast piano dealers, purchased the entire system of stores of the Allen & Gilbert-Ramaker company, July 1, 1906. The first year has just closed and it has been a year of marked success. The people of the Northwest have become wearied by the numerous, almost continual, "special," "fake," and spectacular piano sales, in which they were supposed to be able to buy a \$500 piano for \$238.00, etc.

Sherman, Clay & Company came into this territory without blare of trumpets, inaugurated no opening or special sale, but simply stated that they were ready for business. Every piano and organ was marked in plain figures and thus a child could buy any instrument as cheaply and safely as could a state senator, or any one, anywhere, could order by mail and secure the same price and terms as could be by visiting that store.

The results have shown that the people appreciate such a policy.

The business came—sales increased in number—orders came from far and near by letter, telephone and telegraph. The business grew by leaps and bounds. We understand that even Sherman, Clay & Company were surprised at the rapid development of trade.

Doubtless the great success was largely due to the fact that Sherman, Clay & Company's reputation had preceded them, for they have been selling pianos at the corner of Kearney and Sutter streets, San Francisco, for over thirty-five years and every Californian will vouch for the integrity of the house and the reliability of their pianos. Such pianos as the world celebrated Steinway, Knabe, Everett, Packard, and such player pianos as the Angelus, A. B. Chase, and the many other reliable makes which they sell mark any concern as "The House of Quality." This is the name by which their stores are recognized everywhere. They have a perfect chain of stores from Canada to Mexico.

If you want a piano, write them for catalogue and prices. They will send you full information. Their principal Northwestern stores are located at Portland, Seattle, Tacoma, Spokane, Everett, and Bellington.

WEBSITE

ROYAL NICKNAMES.

ALASKA SENTINEL

THURSDAY, AUG. 29, 1907.

PUBLISHED EVERY THURSDAY BY
A. V. R. SNYDER & SON

GEORGE C. L. SNYDER
MANAGER

Entered November 20, 1902, at the U. S. Postoffice in Wrangell, Alaska, as matter of the second class, according to the act of congress, March 3, 1879.

SUBSCRIPTION RATES

One Year, in advance \$2.00
Six Months, " 1.00
Three Months, " .75

ADVERTISING RATES

Professional Cards, per month : \$1.00
Display, per inch " 1.00
Inserts, 10 cents per line, first insertion;
5 cents per line, each subsequent insertion.

Cards of thanks, obituaries, etc., sent in
for publication will be charged for at
the rate of 10 cents per line.

JOB WORK

This office is equipped for all classes of
commercial job printing, and reasonable
prices will be furnished upon
application.

BETTER EACH YEAR

The annual increase in the numbers
of big game hunters who come
about the middle of August on their
way to the hunting grounds up the
Stikine River, is proof that people
abroad are waking up to the fact
that this section is the coming one
for this line of sport.

Some pessimists say that within a few years
the game will become scarce, but
when one consults the map and
takes the vastness of the hunting
territory into consideration, he has
no cause for the least apprehension
along this line. Besides, the laws
of Canada which govern the hunting
of big game, are quite strict,
and so far as we know are enforced
to the letter. These facts are sufficient
to insure royal sport for many
years to come, and the crowds of
hunters are bound to increase in
numbers, as the country becomes
advertised. Hunters having been
here and had success in their quest
for trophies of the hunt, will spread
the news to the four quarters of the
globe. Each has a part in the ad-
vertisement of the Cassiar as a
hunting country and its effect as
seen each succeeding year.

Now, a thing which should be
done is to issue a pamphlet, setting
forth facts concerning the best
methods to be followed in getting
to the grounds. Wrangell, being
the point from which the steamers
and canoes must clear, it is obvi-
ously her duty—if she wishes to
gain repute—to issue such ad-
vertising matter as is necessary to
bring the attention of big game
hunters to the fact that this route
is the preferable one in going to
and from the best hunting.

Incidentally, a pamphlet issued
for the purpose of exploiting the
hunting of moose, caribou, sheep,
bear and goats in the great Cassiar
country, could be used to feature
the possibilities along prospecting
and mining lines, and also to men-
tion the lumbering and fishing, be-
sides giving space for the hunting
of deer, ducks and geese for which
this immediate section stands un-
paralleled.

Sometimes people are compelled
to wait several days for transportation
to points up the Stikine, and a majority of these, being out for
sport and recreation, would much
rather spend these idle hours in
taking a fine lot of ducks and geese
or killing a deer or two, than to
loaf in town. If they prefer trout
fishing, the numerous streams near
Wrangell offers the best.

The chief attraction of this sec-
tion to people who are looking for
recreation, is the hunting and fish-
ing, yet there is nothing extant to
bear the information to lovers of
sport that their fondest hopes may
be abundantly realized in the im-
mediate locality of Wrangell.

This matter should receive the
attention and concerted action of
every business man of town, as all
profit, more or less, by the visits of
these sportsmen from "the outside."

The project of levying a two per

cent. tax for the purpose of putting
in a water system, mentioned in
the Sentinel, last week, appears to
meet the hearty approval of our
citizens. And it should, as it is
the only method by which Wrangell
can hope for relief in securing
this much desired and necessary
boon.

A TALK ON ADVERTISING.

In many of the states the trade
competition of the large mail order
houses has impelled the retail dealers
to organize a league for the pur-
pose of waging war against what
they are pleased to denominate unfair
and to them ruinous competition.
While it is manifestly the
duty of people living in separate
and distinct communities, differ-
ence in prices not being too great,
to support the home dealer, it is by
no means certain that the home
merchant is not himself principally
if not wholly, to blame if he does
not get the trade to which he
regards himself justly entitled. At
all events, it will be found that in
most instances he has failed to
adopt the most effective means of
securing and maintaining the trade
the loss of which he deplores—the
very methods employed by the
mail concerns to rob him of that
which would ordinarily be exclus-
ively his own. He fails to study
the methods of the mail order con-
cerns and take advantage of the
lessons they teach.

The success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand, often keeps to himself
what he has to sell. The customer
has to go to his store to find what
he has and at what price. The
merchant holds out no tempting
inducements. If the customer wants
to come, all the better, but the
merchant makes no special attempt to
get him. Between merchants op-
erating on this plan, and the mail
order house, using advanced ad-
vertising methods, the mail order
house has all the advantage. The
local merchant may have on his
shelves wares just as good or bet-
ter than those of the mail order
house and at a price as low or lower.
Yet if he does not let the people
know it through the local newspaper
they are apt to go right by his
store in order to post a letter to

the success of the mail order
houses lies in the fact that they tell
the people what they have to sell
and at what price. They advertise.
This advertising informs the cus-
tomer where he can get what he
wants and at what cost. Often
through illustrations it suggests
purchases that he had not thought
of and causes him to feel that he
did not know before. The result is
the stimulation of staple business
and the creation of new business.

The small retail merchant, on the
other hand